



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING MINUTES February 1, 2012

Board of Directors

Eric Bender, Jim Bonham, David Damus, Sauli Danpour, Julio Davila, Kathy Faulk, Joseph Flueckiger, Frank Frallicciardi, Steve Hathaway, Anne Peaks, Peklar Pilavjian, Carol E. Schatz, Patrick Spillane, Daniel B. Swartz, Cari Wolk

Absent

Barbara Bundy, Robert Cushman, Robert Hanasab, Peggy Moretti, Paul Rutter, Cindy Troesh, Peter Zen

Staff

Hal Bastian, Jeff Chodorow, Gennia Cui, Randall Ely, Rachel Forman, Jacob Holloway, Connie Hwang, Aleeza Miller, Ken Nakano, Herman Pang, Justin Weiss, Anna Wilder

CALL TO ORDER

Faulk called the meeting to order at 8:08 a.m. with a quorum.

APPROVAL OF MINUTES

Pilavjian made a motion to accept the January 11, 2012 minutes, as presented. Spillane seconded the motion. The motion passed unanimously.

PROPERTY OWNER/PUBLIC COMMENT PERIOD ON AGENDA ITEMS

Spillane opened the meeting to the public for comments, in which there were none.

ELECTION OF BOARD MEMBERS

A motion was made by Spillane to ratify the Board's prior recommendation to elect Marty Caverly, MMPI, to the DCBID Board of Directors. Swartz seconded the motion. The motion passed unanimously. Julio Davila was in attendance as Marty Caverly's selected alternate.

Faulk introduced Jim Bonham, Hines, to the Board. Damus made a motion to elect Bonham to the DCBID Board of Directors. Danpour seconded the motion. The motion passed unanimously.

Faulk asked the Board members to introduce themselves to the new Board members.

DCBID RENEWAL

Randall Ely reported:

The petitions have been sent out, and as of this morning the DCBID has received over 15% of the necessary signatures. Randall is optimistic that the DCBID will be able to submit the required minimum of 51% of necessary signatures to the City Clerk's office to start the process for renewal. Once the City Clerk's office receives at least 51% of the signatures, it will start its report to submit to a city committee. The renewal process includes going through a city committee, and then on to City Council.

The property owners' meeting regarding the renewal will be held on February 9, 2012, at the DCBID Administrative Offices.

Ely has been fielding many calls from property owners with questions about the renewal.

Ely asked the Board members in attendance to sign their petitions and turn them in as soon as possible.

PRESIDENT'S REPORT

Carol Schatz congratulated Robert Hanasab on the birth of his daughter last month.

Schatz then announced that Aleeza Miller has accepted a new position and will be leaving the DCBID in two weeks. Schatz thanked Miller for her hard work over the last three years. The search for her replacement is in progress.

Cari Wolk has agreed to chair the Operations Committee. Schatz thanked Anne Peaks for her dedication as former chair of the Operations Committee over the last few years.

MPG Office Trust will be submitting their signed petition by the end of the week, which will add another 13% to the total.

There were nine responses to the RFP for security services, and five candidates will be interviewed on February 7 and February 9, 2012.

Schatz presumed that the DCBID would not want to take a position on redistricting. Downtown's boundaries are in play, and will probably be the biggest point in conflict. Schatz described some of the proposed boundaries, and emphasized that it is a highly political issue. Comments were made regarding the various advantages and disadvantages of keeping Downtown in one district. The Redistricting Commission must finish its recommendations by March 1, 2012, and City Council must finalize its decision by July 1, 2012. Schatz will present an update at the next Board meeting on March 7, 2012, after the Redistricting Commission completes its recommendations.

OPERATIONS

Nakano reported:

The DCBID has increased safety patrols in the area around 7th Street and Olive and the area near Ralphs and YAS Fitness. The focused patrols have been very effective with decreasing safety issues, including issues with the transient population. The LAPD is also keeping a "ghost car" in those areas. LAPD's new Senior Lead Officer Sean Lewis continues to work with the DCBID, and joins the DCBID safety officers on T-3 patrols.

There is a new problem with encampments at the 4th and Olive and 4th and Figueroa underpasses, which has been linked to car thefts on the 400 block of Flower. Drug paraphernalia has also been found in the encampment. Nakano will be meeting with LAPD to discuss methods to alleviate this issue.

The DCBID is replacing its logos on trash cans in the district.

Pressure washing in high traffic areas was started in 2012. Chrysalis has agreed to donate eight hours each month of pressure washing, which is valued at approximately \$10,000.

The monthly overnight homeless count in the district is up to 118. The DCBID will start doing semimonthly counts.

Los Angeles Homeless Services Authority (LAHSA) sent notice that Travelers Aid closed its doors on January 31, 2012, and will no longer be able to provide \$2,500 of assistance. LAHSA is looking for alternate resources.

A comment was made regarding an uptick in jaywalking tickets in the district, and there was a discussion regarding how to warn pedestrians against jaywalking. There was also a discussion about how to keep traffic flowing in the area, and a decision was made to gather information and identify troublesome locations, after which the Operations Committee will meet with LAPD's Captain of Central, Traffic Division.

MARKETING REPORT

Forman reported:

The Valentine's Day campaign "5 Things to Love About Downtown LA" is in progress. There is a landing page on the website which focuses on the dining options, events for singles, hotels, and other highlights in Downtown. The landing page is being promoted through a radio partnership. There is also a sweepstakes on the website asking for submissions about what people love about Downtown LA, and the winner will receive a prize package worth over \$1,700. Forman thanked the Omni Los Angeles Hotel, St. Vincent's Jewelry Center, and everyone else who donated towards the prize package.

The Ambassadors were busy in January, giving out almost 20,000 pieces of collateral and giving over 3,000 directions. Forman received 13 email comments expressing appreciation for their assistance.

The Annual Report is being prepared in-house, which will save approximately \$17,000.

ECONOMIC DEVELOPMENT REPORT

Bastian reported:

The 7th Street retail recruitment is ongoing. Brigade is a good example of a successful addition to 7th Street. A critical corner is the Los Angeles Athletic Club. Almost all retail spaces on 7th Street from Figueroa to Olive are leased.

There will be a meeting with the property owners and retailers on 7th Street to address the quality of life issues in the area.

The Ace Hotel deal, which is in the former United Artists building, was started during the 2010 Fall Tour.

Gensler will provide testimony for why businesses should move to Downtown. 14 people who work for Gensler at the new location have relocated to Downtown.

A question was raised regarding the status of The Embassy and The Clark. According to the landlord, The Clark is scheduled to open in six months. The Embassy is in progress, but the timeframe is unknown at this point.

The opening of The Sparkle Factory at 9th and Broadway was highlighted in the Downtown News. Schatz expressed her desire to connect 7th Street to the Fashion District, and met with Ilse Metcheck, Executive Director of the California Fashion Association, and Kent Smith, Executive Director of the LA Fashion District, about possible connections.

OLD BUSINESS

There will be a meeting later this morning regarding the motion that would require all lots in the City to install revenue control equipment, which is cost-prohibitive to all lots with fewer than 50 stalls. The group is advocating for a three-part ticket instead of mandating the installation of equipment.

NEW BUSINESS

There was no new business.

ADJOURNMENT

The next meeting will be on Wednesday, March 7, 2012, at 8:00 a.m. The meeting was adjourned at 9:10 a.m.